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Automotive News

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Big 3 join refiners in pact to supplant methanol

AUTOMOTIVE NEWS/JOE WILSBERG

Deborah Bielski, an EPA technician, measures gasoline volatility.

New gasoline burns cleaner

By Jack Koebler
AUTOMOTIVE NEWS STAFF REPORTER
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Big 3 automakers and major oil refiners are cooperating to kill the methanol-fuel initiative and substitute reformulated gasoline.

Even before President George Bush proposed his clean air bill to Congress, the Big 3 and oil companies "vowed to work with the same intensity and finances that America used to put a man on the moon," a government source said.

General Motors Chairman Roger B. Smith, Ford Motor Co. President Harold Poling and Chrysler Corp. Vice Chairman Gerald Greenwald already have signed documents committing their companies' resources to a joint program with the top oil companies to prove reformulated gasoline can meet Bush Administration clean-air goals.

ARCO recently began marketing a more environmentally benign fuel in California, where it does two-thirds of its business, for cars and trucks that use leaded gasoline. And ARCO says it is working on a version of the new fuel (called EC-2) for newer, unleaded-fuel vehicles. Sunoco and other oil companies also are working on the sweeping change.

The advantage to automakers would be the elimination of a costly methanol-vehicles program.

According to an auto-industry fuels expert, the auto companies have all signed a commitment to the concept of less-polluting gasoline. But signatures are still needed from representatives of several oil companies.

After the remaining oil executives sign, there will be another summit meeting of top auto and gasoline executives, now tentatively scheduled for January 1990.

"Getting the major auto companies and the gasoline makers together on the emissions problem is a bit like getting two elephants to dance," said Kelly Brown, an executive engineer for fuel economy and emissions control at Ford. "It takes time. Inevitably, toes are going to get stepped on and there's going to be loud protests. The interests of these two groups are frequently at odds."

Gasoline would have to change radically to meet the same emissions cleanup goals as even a limited number of alternative-fuel vehicles powered by hydrogen, methanol, propane, ethanol, or electricity.

Oil companies would need several years to make these new gasolines widely available. The new fuel would likely be more expensive than current gasoline, might get fewer miles per gallon, and might cause cold-start problems.

With reformulated gasoline, the oil companies would not have to provide an expensive parallel methanol refining and distribution system. Also, gasoline would remain unchallenged by what could eventually have been a competitive fuel with a lower and possibly more stable price.

Reformulated gasoline has not

see GASOLINE, page 48

4th-quarter car build to be lowest since '82

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

Fourth-quarter auto production in the United States is scheduled to be the lowest for that period since recession-decimated 1982. The total also will be 9 percent below last year's.

The decline from 1988 is due to cutbacks by the Big 3. The transplant/joint-venture makers expect to produce more cars in the fourth quarter than they did last year.

Car production for the fourth quarter is scheduled at 1,723,609, the lowest total for that quarter since 1982 when the recession slashed auto output to 1,203,660. The fourth-quarter forecast is 9.20 percent below the 1,898,220 cars built in the fourth quarter of 1988.

Company forecasts indicate total calendar year production will be 6,-965,750 cars, also the lowest total since 1982 when 4,973,870 cars were built.

The calendar year auto produc-

see FORECAST, page 45

Mazda Credit steps toward independence

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Mazda American Credit has taken steps to become a finance company independent of its partner, Marine Midland Automotive Financial Corp.

Mazda Credit is losing share of retail and lease financing at Mazda dealers because Marine, the fourth largest U.S. auto financer, is tightening its loan policies, said finance industry sources.

Marine's contract to fund credit programs and service loans for Mazda American Credit will expire in 1992, and Mazda is interviewing candidates for a top job that might involve creation of an independent captive finance company. At the same time, Marine's parent bank is moving away from automotive business.

Kazutomo (Ted) Tsuchiya, Mazda Credit executive vice president, said in an interview that an independent credit operation is "obviously kind of a longterm view I have in mind personally. Our mission is to satisfy dealers, in terms of service and required funding." Pursuing those goals, Mazda Credit could become independent, he said.

A finance company executive who was a candidate for the job at Mazda Credit was stronger: "They are looking for someone to fully develop their own captive," he said. "They'll probably open their own branches in a year."

Mazda Credit's share of its dealers' retail and lease business eroded to 13 percent from 19 percent in fiscal 1988. Mazda dealers have complained that in the last year Mazda Credit rates and service were not competitive.

Captive finance companies of the Big 3 get 30 percent of their

see MAZDA, page 48

Nissan UV-X bows at Frankfurt

Nissan Motor Co. built its UV-X prototype expressly for the Frankfurt auto show, which opens this week. In addition to the UV-X and the new BMW 850i, another hit at the show is expected to be Opel's Calibra coupe. Details about the Calibra appear on Page 3.

GM dealer faces prison for role in laundering drug money

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Delmus "Bunt" Gross, a General Motors dealer in Irvine, Ky., faces the prospect of 90 years in prison and fines of $4.5 million when he is sentenced Oct. 18 for his role in laundering illegal drug money.

Gross [illegible] mobile-Geo dealer, was convicted Aug. 24 of 18 counts of laundering money through his dealership from 1983 to 1986 and conspiracy in U.S. District Court in Lexington, Ky.

He was acquitted of the more serious charge of continuing criminal conspiracy.

A leading citizen of tiny Irvine, population 3,500, Gross also faces loss of his dealership because felony convictions are grounds for franchise revocation, according to a GM spokesman.

Gross was indicted last December by the U.S. attorney's office. He is free on a $100,000 bond.

Two other defendants were convicted on money laundering and drug conspiracy charges involving the importation of cocaine into northern Kentucky and southern Ohio. They will forfeit nearly $1.2 million in property in addition to other punishments.

"Gross failed to report currency transactions," said an Internal Revenue Service agent who headed the investigation. "He disguised his loans in financial records, laundering $1.6 million through his dealership."

New-car dealers and other businesses are required to report cash

see DRUGS, page 45

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Ford's joint adventures:
Ford Motor Co. talks with Saab-Scania could involve trucks or cars; the joint venture with Nissan for a minivan to be built in Ohio is running four months late. Page 3.

Ford

DOT chief a mystery to most auto leaders

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Samuel K. Skinner is one of the most visible and yet — to Detroit — elusive cabinet members in the Bush administration.

Since taking over seven months ago as transportation secretary, he has been a staple on the evening news, from the Exxon Valdez oil spill in Alaska to the labor dispute at Eastern Airlines.

Because so many other issues have occupied the 50-year-old attorney from Chicago, auto lobbyists — who analyze every move by the administration and Congress — said Skinner's priorities for NHTSA are still unclear.

"We're not sure he's gotten around to automobiles yet, but he sure loves to talk cars," one lobbyist said. In fact, Skinner recently gave the command for racers to start their engines at a 500-mile Indy car race at Michigan International Speedway.

Skinner said his primary concern is safety and that his philosophy on regulating the auto industry will unfold further as work progresses on a national transportation policy. He expects to present his master plan for unclogging the nation's transportation system to the White House by year's end.

That policy, which will set goals into the 21st century, will most certainly have implications for the auto industry. While the plan could propose funding for futuristic programs such as smart highways and intelligent vehicles, the most pressing matter is Skinner's commitment to decide which passenger-car safety standards NHTSA will propose for light trucks, vans and sport-utility vehicles.

He isn't ready to discuss what safety features he'll recommend, despite pressure from the Senate Commerce Committee, which is pushing for the standards.

Domestic manufacturers have argued that more regulation is unnecessary because automobile safety features for light trucks and multipurpose vehicles already are being phased in. The Big 3 will have ample opportunity to lobby their concerns in mid-October when Skinner journeys to Detroit to meet separately with each automaker.

Skinner views his trip as a prerequisite to understanding the industry.

"I can learn a lot from the automotive industry on clean air, engines, safety, competition and productivity," he said. "Those are all

Skinner will meet with auto executives in Detroit next month.

areas I'm looking forward to going up there and learning about."

Detroit has had limited opportunities to judge Skinner. In one of his first decisions affecting the auto industry, he set 1990-model-year corporate average fuel economy at 27.5 mpg. General Motors and Ford Motor Co. had lobbied for the standard to be rolled back to the 1989 level of 26.5 mpg.

For the three prior years, GM had asked for a reduction in CAFE and Skinner's predecessors had reduced it. But Skinner decided he would not automatically grant the rollback petition.

"I started with a clean slate," he said, adding that he weighed GM's arguments against the Bush administration's broader national policy of boosting fuel economy and minimizing dependence on foreign oil.

The same approach — almost a businesslike management-by-ob-

see SKINNER, page 48

A thousand scenarios as Ford and Saab talk

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The long-rumored, now-confirmed partnership talks between Ford Motor Co. and Saab-Scania could lead to several possible forms of cooperation, industry analysts say.

But though Saab-Scania President Georg Karnsund denies that Ford will take over Saab's car division, some analysts view that as the most likely outcome, with a Scania-Ford truck linkup thrown in as a sweetener.

The two companies last week confirmed they have been holding talks, which had been rumored for several months.

"The purpose," the automakers said in a joint statement, "is to explore whether there are any possibilities of closer cooperation in various areas of the automotive business."

One intriguing aspect of such a venture is how it might affect bidding for another upscale automaker, Jaguar, which loses its government protection against a takeover next year. A Ford-Saab link could raise the stakes for the British luxury-car company.

Analysts in Europe point to several possible Ford-Saab alignments, including:

- Joint development of a mid-range model that would replace the aging Saab 900.
- Collaboration on a six-cylinder engine that is much-needed by Saab, or cooperation on other components.
- Ford distribution of Saab cars in the United States as well as Saab distribution of Ford products in Sweden.
- Ford use of extra capacity at a new Saab plant about to open in Malmö, Sweden.
- Merger of Ford's U.S. heavy-truck operations with Scania, the world's fourth-largest producer of heavy trucks.
- Ford's acquisition of a majority interest in the Saab car division.

Ford's interest in Saab is not expected to start a bidding war — Saab's talks with Volvo, Mazda and, reportedly, Fiat have already fizzled. Still, Ford's courtship of Alfa Romeo three years ago sparked an unexpected and successful countermove by Fiat.

"I think the queue would stretch from Nykoping to Linkoping if only Sweden were a member of the European Community," said John Lawson, European auto analyst at Nomura Securities in London.

see SAAB-FORD, page 48

Delays hit Ford-Nissan minivan venture

By Louise Kertesz and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

Almost one year after signing an agreement to design and produce a front-wheel-drive minivan for the North American market, Ford Motor Co. and Nissan Motor Corp. in U.S.A. face a production delay and labor conflicts at Ford's Avon Lake, Ohio, assembly plant.

The companies said recently that because of development delays, production of the minivan will begin early in the second quarter of 1992 — almost four months after the scheduled December 1991 launch.

The vehicle was scheduled to debut as a 1992 model, but a Ford spokesman said it may go on sale as a 1993 model.

Duane Miller, vice president for design engineering at Nissan Research and Development, in Plymouth, Mich., said the fact that Ford and Nissan have not worked together on a project in the United States before has contributed to the delays.

Though Ford said the delay was caused by a design change Nissan made on the vehicle, Miller said, "There have been no significant design changes made up to this time." He added that Nissan research and development has begun its prototype build, and design changes could become necessary.

Sources close to the Nissan/Ford project said the two companies have not always seen eye to eye on development and manufacturing issues. Corporate disagreements and a commitment to making the minivan "recall proof" also could have contributed to the delay, project sources said.

Meanwhile, some local union officials are opposing implementation of the Japanese-style "team concept" Ford wants.

When Nissan and Ford agreed to the project, Ford and UAW Local 2000 at Avon Lake came to a "con-

see FORD-NISSAN, page 47

Toyota's new Celica

An all-new Celica, slated for an October debut in the United States, has gone on sale in Japan. The new line includes a GT-R model with a four-wheel-steering system that allows the driver to switch to a two-wheel-steer mode.

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GM Europe's new Calibra coupe bows at Frankfurt show

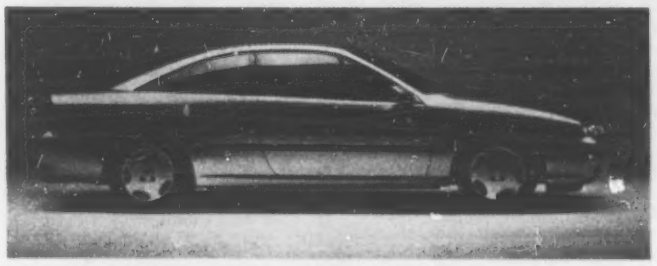
By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — General Motors Europe's wedgy new Opel/Vauxhall Calibra coupe is shaping up as the smash hit of this week's Frankfurt auto show.

GM, which has released the first technical details, is seeking to upstage BMW's 850i coupe with its low-drag, two-door version of the mid-sized Opel Vectra/Vauxhall Cavalier that was introduced a year ago.

The Calibra, which goes on sale next summer, is being positioned by GM Europe as a spiritual successor to the Opel GT. That car went out of production in 1973 after becoming the German make's best-known model in the United States.

Indeed, the Calibra is viewed by some industry observers as a candidate for the U.S. market if Opel's long-delayed American import program is ever revived. But a GM spokesman said European production volume probably will not be high enough.



Calibra is the spiritual successor to the Opel GT.

In Europe, GM aims to polish up the somewhat stodgy Opel and Vauxhall brands with a high-profile model that has more individual character than sporty derivatives of mainstream offerings.

GM claims the super-sleek Calibra's 0.26 drag coefficient is the lowest ever recorded on a four-seat production car. The low-nosed coupe is distinguished by wrap-around headlights — with ellipsoidal lamps only 2.8 inches high — and shallow air intakes above and below the bumper line.

It has a sharply raked, 64-degree windshield; frameless door glass; and semi-flush side glass that fully covers the B-pillars.

The Calibra will be built in Ruesselsheim, West Germany. GM insiders project 1990-calendar-year sales of 25,000 units after next summer's introduction in Europe.

Europe's coupe sector is loosely defined, but GM said sales last year amounted to about 185,000 units — down from about 270,000 in the early 1980s. About two-thirds of last year's coupe market belonged to such Japanese cars as Toyota Celica and Honda Prelude.

"The Europeans had virtually abandoned the coupe sector to the Japanese," said Peter Schmidt of Automotive Industry Data in London. "But suddenly the market is becoming very interesting again, and the Europeans are doing something about it."

Volkswagen burst through last year with the Corrado coupe to go with Audi's 80/90-based coupe. They will likely be joined by the rumored Pininfarina-designed Peugeot 405 coupe and a sporty, two-door version of the next-generation Mercedes 190.

Pricing has not been announced, but GM sources say it will be priced below the VW Corrado, which sells in Germany for 42,500 marks ($21,573).

Calibra engine choices include a 16-valve 2-liter with 150 horsepower and an eight-valve version of that engine.

PHILOSOPHY

Ads feature chairman explaining 'what makes a Porsche a Porsche'

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — In an effort to clarify "what makes a Porsche a Porsche," Porsche Cars North America has begun a television and print advertising campaign highlighting the automaker's chairman and his philosophies.

"We want to tell the world why Porsche is unique — both the product and the company itself," said Brian Bowler, Porsche Cars North America president and chief executive officer. "We make every Porsche a real Porsche. We think that's a little misunderstood. We want to communicate what makes a Porsche a Porsche."

Wager

David Wager, Porsche vice president and director of marketing, said such a campaign is necessary because some prospective buyers seem to believe that some late model Porsches are not "real" Porsches.

According to Wager, Ferdinand "Ferry" Porsche, Porsche AG chairman, is the ideal person to dispel that notion. "He's credible, he's believable and he comes across so well," said Wager.

The campaign explores three specific Porsche principles: independence of spirit, timelessness of design and the value of motorsports.

The television segment features two-minute and 90-second commercials. The somewhat somber commercials cut back and forth from scenes of early- and late-model Porsches zooming down a race track to 80-year-old Ferdinand Porsche.

The campaign breaks today with a 90-second spot during the pregame show saluting the 20th anniversary season of ABC's Monday Night Football.

It will be followed by airings on the American League and National League baseball championships, Monday Night Football and other televised sporting events. The campaign will extend through mid-November and will resume next spring, Bowler said.

Porsche's print campaign includes three special "tear-out" inserts that will appear in several magazines with upscale readership. Readers will find an envelope with a philosophical quote from Ferdinand Porsche on the outside. Inside are pictures of past and present Porsches and a message that expounds the company's philosophy.

Porsche's ad campaign will use Chairman Ferdinand "Ferry" Porsche to connect new models with old.

The print campaign will begin in the Sept. 25 issue of New Yorker magazine. The insert will run only once in various magazines.

In the first eight months of this year, Porsche sold 6,677 cars in the United States, down 41.4 percent from 11,389 in the same period of 1988.

Olds offers road service, swap program for buyers

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

BRIGHTON, Mich. — Under a customer satisfaction program unveiled last week, buyers of 1990 Oldsmobiles will receive 24-hour roadside service and the option to return their vehicle if they are unhappy with it.

Oldsmobile officials said the Oldsmobile Edge is the most comprehensive customer satisfaction program in General Motors history.

J. Michael Losh, who ranked improving customer satisfaction at the top of his list when he took over as division general manager June 1, said the program is part of a long-term strategy. Other "customer satisfiers" may be added under the Oldsmobile Edge umbrella, he said.

Oldsmobile will bear the total expense of the program and will advertise it aggressively, beginning in October, Losh said.

The Guaranteed Satisfaction part of the program allows an Oldsmobile buyer who is not completely satisfied with a vehicle to return it after 30 days or 1,500 miles, for credit toward the purchase of another Oldsmobile.

The vehicle cannot be returned if it has more than $300 worth of damage.

The Roadside Assistance part of the program is good for 36 months/50,000 miles. Oldsmobile buyers receive, at no charge, 24-hour toll-free phone assistance and roadside dispatch, emergency roadside service and lost-key or lock-out service.

In addition, Oldsmobile will pay up to $500 for meals and accommodations if the vehicle must be repaired overnight when the driver is 150 miles or more away from home.

Oldsmobile has contracted with the Cross Country Motor Club of Boston to provide the roadside service. The club has nearly 13,000 outlets in the 50 states.

The third part of the program is GM's bumper-to-bumper warranty, which was introduced in the 1989 model year. The warranty covers the entire vehicle for three years/50,000 miles with a $100 deductible for each repair visit after the first year or 12,000 miles.

Guaranteed Satisfaction was first tried by Pontiac with the Grand Am in Southern California. In the 1989 model year, it was expanded nationwide to the Pontiac Grand Prix and Oldsmobile Cutlass Supreme.

McCabe named to high Mazda job

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

IRVINE, Calif. — A year after creating a unified sales organization, Mazda Motors of America has put U.S. operations under the control of one executive.

George McCabe, previously one of two group vice presidents and deputy general managers, becomes group vice president of operations and will head a newly formed operations group. He is responsible for sales operations, dealer development, advertising and Mazda's five regional offices.

McCabe

James Seidel, who had been the other group vice president as well as deputy general manager in charge of dealer development, becomes vice president and Pacific region manager. He had been vice president and Gulf region manager before taking on the task of integrating Mazda's Eastern and Western operational units 14 months ago.

In addition, Mazda formally appointed Richard Colliver to head a task force looking into a second U.S. retail channel. The men who headed similar teams for Nissan's Infiniti and Toyota's Lexus became general managers when the luxury-car divisions were formed.

Colliver, formerly senior vice president of Western-area operations, has headed the task force for months, but this is Mazda's first indication that his old post has been eliminated.

Mazda's restructuring stopped short of naming a general manager the company has been seeking, although it did not rule out other changes in the future.

"This is a fine tuning of what we did a year ago," a spokesman said. "We plan to continue to review Mazda Motors of America's organization. If a decision is made to adda general manager, that would be announced at the appropriate time."

McCabe clearly has a stronger hand than before, but he did not pick up all of Seidel's duties and gave up some responsibilities.

Yoshi Taura, president of Mazda Motors of America, adds five additional American vice presidents to the eight Japanese and American executives already reporting to him. He now has much more of a hand in day-to-day operations than is typical of the top Japanese official in other U.S. arms of Japan-based automakers.

Two officials who previously reported to McCabe — William Hackett, vice president of marketing (at Mazda, duties include product planning, product development and research but not promotions and advertising), and Duane Bowen, vice president of public relations — now report to Taura.

Seidel

Also reporting to Taura directly are David Watson, vice president of logistics; James Harcum, vice president of service; and Charles Riech, vice president of parts.

The restructuring ends a transitional East-West division of Mazda Motors of America by eliminating a layer of management between McCabe and the regional heads.

James Wiesner, previously senior vice president, Eastern area operations, becomes assistant group vice president of sales, responsible for sales planning, sales promotion and dealer development.

James Richardson, previously Pacific region vice president, becomes vice president of sales promotion. Lowell Smith, who headed the Northeast region, becomes director of sales planning.

Janet Thompson, vice president of advertising, will continue to report directly to McCabe.

Besides Seidel, the other new regional managers are William Goetze, who moves from Southeast regional manager to Northeast region vice president, and Robert Parker, who moves from vice president of sales support to Southeast regional manager.

Joseph Nalley and Peter Lassen remain as managers of the Northwest and Gulf regions, respectively.

Mazda Distributors Great Lakes remains Mazda's only independent distributor, serving five Midwestern states.

Iacocca promotes reading AUTOMOTIVE NEWS/JOE WILSDENS

Chrysler Corp. Chairman Lee Iacocca launches Running Start, a $2.1 million program that gives special reading incentives to first-graders in 10 U.S. school districts in which Chrysler has facilities. To kick off the program, funded by the Chrysler Corp. Fund, Iacocca met with 130 first-graders from two Highland Park, Mich., elementary schools.

August sales strong; cars, trucks up 9%

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Rebates, dealer discounts and news of 1990-model price hikes pushed August sales of cars and light trucks 9.65 percent ahead of last year's total.

Deliveries climbed to 1,416,728, compared to 1,292,055 in 1988.

Dealers, analysts and automakers said sales were a good deal better than anticipated. August records were posted by Ford Motor Co., GMC Truck, Chevrolet, Jeep-Eagle, Mitsubishi Motor Sales of America, Toyota Motor Sales U.S.A. and Volvo Cars of North America.

More-confident consumers and shoppers who needed to replace older vehicles helped swell the delivery rate in August, according to Wendy Beale Needham, an analyst with Smith Barney, Harris Upham & Co. in New York.

Although incentives are a permanent fixture, Needham said she thinks the car companies will begin to ease back a little on rebates.

"At an annualized rate, General Motors is currently spending $6 billion," and other companies are spending heavily, too, Needham said.

Dealers and a company analyst agreed that bargain-hunting buyers taking advantage of rebates hiked August sales.

Chevrolet's inventory clearance program helped pull sales 50 percent above the previous month for Warnock Chevrolet in Morristown, N.J., according to Edward J. Bu-

one SALES, page 48

Lexus deliveries: 1,742 through early Sept.

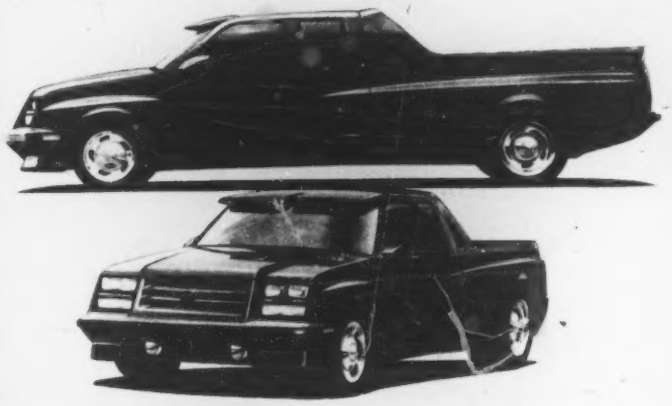
TORRANCE, Calif. — In its first sales announcement, Lexus Division said it delivered 1,742 cars through early September.

The 68 dealers handling Toyota's fledgling luxury car sold 1,448 of the flagship LS400 models and 294 ES250 sedans from early August to Sept. 6. Though the first cars were shipped to dealers more than a month ago, Lexus' official introduction was Sept. 1.

In addition, Lexus reported it has cash deposits from about 1,000 customers who are waiting for specific color and option mixes.

Lexus, which boasted in pre-launch advertising that it "has never had a dissatisfied customer," is trying hard to justify the claim.

— Jesse Snyder



Knudsen's conversion

Knudsen Automotive of Omaha, Neb., is offering the Tridon STT, an exotic conversion of a Chevrolet/GMC C3500-series pickup. The conversion is built on an extended-cab model with an eight-foot bed and dual rear wheels, and designed for special transportation or towing needs. It retails in the high-$20,000 to low-$30,000 range. The Tridon Sport, not pictured, is priced in the low- to mid-$20,000 range.

Study profiles buyers of compact trucks

Buyers of compact trucks are a very satisfied group.

Some 61 percent actually bought the model they had in mind when they began the purchase process and 79 percent would buy the same make and model if they could do it over again, according to a Newsweek Market Research study.

The study, "1989 Buyers of New Compact Trucks," documents the importance of pre-selling those models. It represents the most recent effort in an independent marketing research program the magazine has conducted for more than 30 years on behalf of, and in conjunction with, the auto industry, according to Jim Schwartz, Newsweek Market Research manager.

Many people influence the purchase decision, including the principal driver, spouse, auto dealer and friends.

The purchase process is lengthy. Sport-utility buyers spend a median of eight weeks gathering information, four weeks deciding to buy, three weeks visiting dealers and one week deciding on the exact model. The parallel weeks for pickup buyers are four, three, two and one, respectively, according to the study.

Trucks are bought by Americans of all ages, and half of all new compact truck buyers are first-time truck buyers.

The median price of a sport-utility is $17,500, significantly higher than the pickup's $11,500 median price.

More than half the buyers of compact trucks are professional/managerial people and 60 percent are college-educated.

The median household income for a sport-utility buyer is $59,099. For the pickup buyer, it is $38,524.

Eighty-eight percent of pickup buyers and 73 percent of sport-utility buyers are male. The median chronological age of new compact truck buyers is 38; while the median psychological age — the age they actually feel — is 30.

Some 60 percent of sport-utilities and 53 percent of pickups are the principal vehicles in the household. The primary reason pickup buyers chose a new truck instead of a car is that they need the truck's cargo capacity/roominess. Sport-utility buyers primarily chose their new truck over a car because of its four-wheel-drive.

Some 99 percent of new private-sector compact trucks are used for personal transportation, the study found. The primary specific uses cited include commuting to and from work, running errands/shopping and pleasure driving. Only 28 percent of pickups and 16 percent of sport-utilities are used for business.

The median daily commute for pickup owners is 25 miles in 55 minutes, while the commute for sport-utility owners is 20 miles in 45 minutes.

Market Facts, Chicago, conducted the study from Feb. 24 to April 14, 1989. About 8,000 questionnaires were mailed, and 3,000 replies were received.

TRUCK BRIEFS

Pool accounts expanded

DETROIT — Ford and Dodge are adding a small number of converters to their pool accounts.

Such accounts are highly prized and sought. Last year when Chevrolet opened its consignment pool system to all qualified converters for the first time, it promptly tripled its number of pool companies to over 180.

Ford now seeks to replace about a half dozen companies that it lost over the past year, according to Jerome Mittman, Ford Division RV sales manager.

Historically, Ford has had 60 companies in its pool system, but the pool is currently down to 54.

Mittman said Ford has over 200 applicants vying for an account. It is sorting out 20 of the best qualified prospects for evaluation.

Mittman said it is difficult for Ford to ignore a high-volume firm like Mark III Industries, Ocala, Fla. But, large and smaller companies have an equal chance of being admitted.

Separately, Dodge has added a few pool accounts in markets where it hasn't been well-represented.

One company official said Dodge hasn't lost any, but has merely been seeking to improve its overall market coverage.

Dodge is reluctant to talk about any of the changes. However, further word is likely to come at the national meeting of its pool accounts on Oct. 26-27 in Nashville, Tenn.

Meanwhile, Chevrolet's pool is still open, according to James Green, assistant RV manager.

"We've changed a few accounts and added a few," he said.

Unfortunately, the shakeout in the van conversion industry still isn't over, and there are likely to be more changes in store for Detroit's pool accounts.

Holiday Rambler deal

MILWAUKEE — Harley-Davidson Inc. signed an agreement to sell Parkway Distributors, the aftermarket recreational vehicle parts and accessories distribution division of its Holiday Rambler Corp. subsidiary, to Stag Trailer Supply, Atlanta.

The agreement calls for a cash settlement. Officials declined to disclose the amount.

Holiday Rambler has been focusing its resources and efforts on building up its core businesses, the manufacture of recreational and specialized vehicles, and feels that Parkway no longer fits into its strategic plan, according to H. Wayne Dahl, chief operation officer of Holiday Rambler.

Parkway represents nearly 500 manufacturers and distributes over 7,500 RV products, while serving 3,000 dealers and retailers.

New Goshen Coach

ELKHART, Ind. — New Goshen Coach was awarded a 112-unit contract by Southeastern Michigan's Suburban Mobility Authority for Regional Transportation.

Goshen Coach was able to underbid competitors because its vehicles already came with certain features that were specified by the SMART system so that "we didn't have to raise our bid to meet their special needs," said Russ Gilpin, Goshen's sales coordinator.

The units Goshen Coach is producing for SMART seat 15 people and also have two forward facing wheelchair spaces and a hydraulic wheelchair lift.

Ontario bus contract

MISSISSAUGA, Ontario — Ontario Bus Industries has recently won contracts to build buses for 28 North American cities, including San Francisco, Milwaukee and Salt Lake City.

Most of the $39 million worth of business is for ORION transit buses; but the deal with Salt Lake is for 36 ORION II vehicles, which are specially designed for the transportation of the physically disabled.

Mississauga — Ontario Bus Industries' home city just west of Toronto — purchased 20 air-conditioned ORION V buses, the new 102-inch-wide bus newly designed this year.

Ontario Bus Industries is the only Canadian-owned transit bus manufacturer in North America.

Van conversions mark a strong model year

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Although some converters were hurt in this year's highly competitive market, the 1989 model year will go down as a good one for van conversion sales.

James Green, Chevrolet assistant RV manager, said his division increased its sales of vans to the upfit market by about 10 percent in the 1989 model year.

Green declined to provide specific numbers, but added that "Our retail sales are better than anticipated. We have some incentives out there. But basically the customers are still there."

James Lynch, Chrysler manager of special vehicles, said sales of Dodge chassis by conversion companies will be up about 15 percent for model year from a year ago.

Ford's conversion sales were off by about 8 percent for the model year through July, the latest period for which data is available, according to Jerome Mittman, Ford Division RV sales manager. He noted the beginning of an upturn in July, though.

Chevrolet and Dodge both appear to have increased their sales at least partly at Ford's expense for different reasons.

Chevrolet with its new-for-1989 program changed the focus of many converters. Not only did it triple the number of companies in its consignment pool to over 180, but the program also involves paying interest charges on chassis after a certain period of time, which makes converters more sensitive to selling them quickly.

For its part, Dodge has been more aggressive in incentivizing vans and van conversion chassis than either Ford or Chevrolet.

Meanwhile, the current incentives have done a good job of clearing out inventories.

Chevrolet, for example, had less than 30 days' supply of chassis in its pool inventory, including all vans in upfitter inventory, as of Sept. 1, Green said.

"We feel very comfortable with that," Green said.

However, Chevrolet will take a more conservative posture heading into the first quarter of the 1990 model year.

It will carry "skinnier inventories" to control costs and maintain better grip on the market.

This includes helping converters maintain better control of their inventories through new computer technology.

"Our goal is to provide a flow of chassis in line with a converter's sales rate," Green said. "Granted, he needs inventory to draw from, but our intent is to replace those orders at his selling rate and maintain the flexibility for a spring buildup."

Chevrolet is anticipating a 10 percent decline in market demand for the full 1990 model year, though it feels the October through December falloff alone could be steeper than that.

Recreational Vehicle Wholesale Deliveries

	June 1989	June 1988	% change	6 mon. 1989	6 mon. 1988	% change
Travel trailers	4,200	5,600	– 25.0	31,400	34,600	– 9.3
Park Trailers	700	500	+ 40.0	4,000	3,800	+ 5.3
Travel trailers—fifth wheel	2,500	2,900	– 13.8	16,000	17,100	– 6.4
Folding camping trailers	2,300	3,800	– 39.5	17,600	23,100	–23.8
Truck campers	1,000	1,200	–16.7	5,700	6,200	– 8.1
Towable RV total	10,700	14,000	– 23.6	74,700	84,800	– 11.9
Conventional (type A)	2,500	3,300	– 24.2	19,500	21,400	– 8.9
Van Campers (type B)	700	600	+ 16.7	2,900	2,800	+3.6
Chopped vans (all)	1,700	2,400	– 29.2	13,000	14,200	– 8.5
Motor home total	4,900	6,300	– 22.2	35,400	38,400	– 7.8
Van conversions	19,800	17,900	– 10.6	107,300	104,600	+ 2.6
TOTAL ALL RVs	35,400	38,200	– 7.3	217,400	227,800	– 4.6

Source: Recreation Vehicle Industry Association

Supreme's new landscape body

Supreme Corp. of Goshen, Ind., has a new line of landscape bodies for standard truck chassis. The bodies have 126 square feet of platform area, space for tools and supplies and a drive-up tailgate and ramp for mowers, tractors and other equipment.

Government crackdown on drugs touches new-car dealers

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — U.S. government efforts to stem the flow of drugs and drug money mean more red tape and potential jeopardy for new-car dealers.

Although new-car dealers generally believe they understand what the U.S. government requires, a study by the Internal Revenue Service suggests otherwise.

As part of the war against drugs, drug dealers and their illicit cash profits, new-car dealers and other businesses are required to report transactions over $10,000 in cash to the IRS on Form 8300 within 15 days of the deal.

The dealers must also notify the buyer that they have reported the transaction, but they don't have to tell the customer that they will report the deal before it is completed.

A July IRS survey of 111 dealers in the IRS's Jacksonville district, encompassing northern and central Florida, turned up 68 dealers — or 61 percent — who had not filled out the appropriate forms at one time or another. In a survey earlier this year, 55 of 158 dealers, were found to be improperly reporting cash sales to the IRS.

In the July survey, a Jacksonville district IRS spokesman said, "We found 147 delinquent forms and assessed $13,800 in penalties to 68 dealers. We did not find unwillingness to file (but the dealers were not aware of their responsibilities). All the dealers were very interested in compliance."

In some cases, dealership management was unaware of the requirements to file the forms and in others, management was aware of its responsibilities but the employees were not well versed, the spokesman said.

Although the 8300 form has been in existence since 1985, the Jacksonville IRS spokesman said a match of records between banks and auto dealers indicated that not all forms were being filed. The surveys, said the spokesman, are intended to educate dealers of their responsibilities.

The Jacksonville IRS, said the spokesman, plans to re-visit the dealers to see if they are indeed willing to file the form.

The IRS charges a penalty of $50 for each failure to file with the agency and $50 for neglecting to inform the customer that the business filed. The IRS can fine an auto dealer up to $50,000 for failure to file with the agency and $50,000 for failing to inform the customer.

If the failure to file is intentional, then the fine doubles with no upward limit and criminal charges become a possibility.

Dealers, however, say they are aware of their responsibilities and file the appropriate forms.

Law enforcement agencies are increasing their efforts to curtail businesses that knowingly receive money from criminal activities — notably from drug dealers — and franchised auto dealers say they are willing to comply with the laws. But they differ with law officials who say they have a moral, if not legal, obligation to report suspicious customers.

A Drug Enforcement Administration spokesman said, "From a law enforcement point of view, there is no law restricting a businessman from accepting money. But dealers should question the source of large sums of cash, at least tipping off law enforcement official that a large transaction has occurred."

The law allows police authorities to seize the assets of a business that knowingly accepts criminally gained money.

Auto dealers say they are all for the fight against drug dealers, but it is not their job to be policemen. Many dealers also say they are aware of the IRS requirements to file a form for cash sales, though the recent IRS survey in Florida indicates that may not be the case at all dealerships.

NADA President Ron Tonkin said NADA doesn't want dealers jeopardizing themselves in the fight against drug dealers.

"If their assumption that the buyer is a criminal is correct, then retribution is a possibility," Tonkin said. "If it is incorrect, there is the possibility of legal action (for discriminating against a potential customer)."

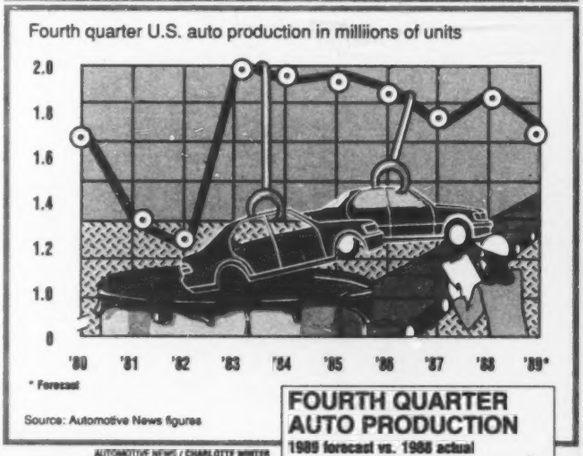
Other dealers also say customers aren't always what they appear to be. Morton Zetlin, general partner of American Service Center, an Arlington, Va., Mercedes-Benz, Ferrari and Rolls-Royce dealer, said the firm recently sold a Ferrari to a customer with a business, established credit and a check for the down payment. The car was seized by the authorities in less than a month as a result of drug charges.

Richard Broughton, supervisor of the Washington, D.C.-area financial investigations group of the Drug Enforcement Administration, said there are situations that suggest a dealer knows the source of illegally gained money.

"For example, if a 17-year-old rolls up to a dealership and wants to buy a Nissan Pathfinder, says he's got crack and $9,000 and the dealer says, 'Go sell the crack then come back,' that is laundering money," Broughton said.

"Or if a 17-year-old kid with $17,000 in his pocket comes in and says, 'I'll give you the money, but don't fill out any forms,' and you tell him, 'Give me $9,500 in cash and get a cashiers check,' then you have instructed him how to commit a crime."

A decade of fourth quarters



FOURTH QUARTER AUTO PRODUCTION
1989 forecast vs. 1988 actual

	1989	1988	% change
GM	780,000	944,880	−17.45
Ford	394,000	447,161	−11.89
Chrysler	237,000	296,120	−19.96
Diamond-Star	56,078	0	—
Honda	85,185	88,310	− 3.54
Mazda	55,000	61,473	−10.53
Nissan	26,046	25,510	+ 2.10
NUMMI	43,300	16,239	—
Toyota	47,000	18,527	—
Industry	1,723,609	1,898,220	−9.20

Flashy autos top list in drug-raid seizures

Popular lore suggests that drug dealers favor flashy cars, and a recent list of 245 cars and light trucks seized by the U.S. Drug Enforcement Administration seems to confirm the notion.

Corvettes, Cadillacs, Lincolns and European status cars dominate the list.

Corvettes accounted for only 0.2 percent of U.S. sales in 1988, but the 14 seized by drug agents represent 8 percent of the 175 cars on the list. Of the 92 Big 3 cars seized, 18 were Cadillacs and 10 were Lincolns. European imports accounted for only 5.5 percent of 1988 sales, but they made up 32.6 percent of the seizures, topped by Mercedes with 23.

U.S.-built sport-utility vehicles and pickup trucks accounted for most of the 70 trucks seized, led by eight Chevy Blazers. Nameplate leaders were Ford, 22; Chevrolet, 20; and Nissan, 8.

"For some drug dealers, status is a gold chain or a nice car," said Joe Keefe, public affairs spokesman for the Drug Enforcement Administration. "Others are low key. We would never say any particular kind of vehicle is associated with drug dealers."

Vehicles are seized either because they were being used to smuggle drugs, or because they were bought with drug profits.

The cars listed in a legal advertisement in the Aug. 30 USA Today newspaper were seized over a period of more than a year. Confiscated cars are usually sold at auction and the money goes to the Federal Asset Forfeiture Fund, which is used for law enforcement purposes.

DRUGS

FROM PAGE 1

transactions of $10,000 or more to the IRS on Form 8300.

Gross maintains his innocence, saying the jury did not understand the situation. His attorney has filed a motion for a new trial on grounds that the money laundering charges date to before 1986 when only banks were required to file currency transaction reports.

"This is as much a surprise to me as anybody," he said. "I did business with these fellas but it was nothing like what it sounds.

"I loaned money to them. I had done business with these people since 1977, but they had never done anything out of the ordinary."

He warned other car dealers to know their customers. "I would say that a dealer should know his big customers," said Gross. "I sold these people as many as 30 vehicles at a time. They owned a replacement window business in Lexington."

Gross said he never tried to hide his transactions at Union Bank & Trust in Irvine.

"Eleven of those convictions involved the purchase of my home," he said. "It was the bank that told me to break it into $9,500 payments. It was their responsibility to report it to the government."

Under federal law, financial institutions and other businesses have to report cash transactions of more than $10,000.

Gross maintains he never owned a dollar's worth of drugs or sold a dollar's worth.

"I don't even drink," he said. "This is all a real blow to me. The jury just didn't understand the situation."

Since 1977, Gross said, he has sold the other defendants hundreds of vehicles. "I loaned them money and they paid it back, but I guess I just didn't know what it all meant."

He said the first time he noticed "something wasn't right," he stopped doing business with them He declined to elaborate.

But he said he ceased doing business with them in 1986.

In 1986, Gross' dealership had sales of $20 million. He said sales were soft earlier this year but have rebounded since the verdict.

He has been a dealer for 18 years.

Irvine residents were stunned by the verdict.

"He has a heart as big as a mountain," said Estill County Clerk Dora Henry.

She said if someone had to attend a funeral — even if it was out of state — and no transportation, Gross would lend them a car without hesitation and without a fee.

He was an avid supporter of the town's Little League and its charities, she said. One resident characterized Gross as a "regular Robin Hood."

At one time, customers could cash their paychecks at his dealership if the banks were closed. And if they were denied financing, "they could still buy a car and just pay Bunt."

Said one longtime resident: "I don't think he's guilty. He's already got enough money. Why would he risk it? He sponsors the baseball teams, helps the schools and anything else that comes along. He got framed."

FORECAST

FROM PAGE 1

tion estimate is almost 164,000 units, or 2.30 percent, below the 7,129,420 cars built in 1988.

"For the first time this year, I think the automakers have come up with a production forecast that is realistic," said analyst Scott Merlis of Morgan Stanley in New York.

Merlis said he thinks the fourth-quarter schedule is about what it should be to keep the year-end inventory at a 65- to 70-day supply. Domestic-car sales for the calendar year are estimated at 7.4 million, Merlis said.

Bernard Campbell, an analyst with Data Resources in Lexington, Mass., was on the same wave length. He said, "The fourth quarter U.S. car forecast is a very realistic plan. The actual build may end up about 39,000 units lower, but that would still be within 2 or 3 percent of the schedule."

Analyst Arvid Jouppi of Arvid Jouppi Associates in Grosse Pointe Woods, Mich., said dealers will not be able to continue carrying their present heavy inventories, and the makers may have to offer sweeter incentives or cut production in order to reduce dealers' stocks. He said he does not believe any production cuts will be extreme.

Merlis and Campbell agree that the Big 3's fourth-quarter schedules are fairly conservative. All three have scheduled considerably fewer cars than they built in 1988.

General Motors expects to assemble 780,000 cars in the final three months of this year, 17.45 percent below last year's 944,880.

Ford Motor Co. said it plans to produce 394,000 cars in the fourth quarter, 11.89 percent below the 447,161 built in the comparable period of 1988.

Chrysler Motors' schedule of 237,000 cars is 19.96 percent below its 1988 total of 296,120.

Big 3 fourth-quarter production estimates total 1,411,000 cars, 16.42 percent below the 1,688,161 built in the fourth quarter of 1988.

On the other hand, transplant and joint-venture output for the final quarter is scheduled to increase 48.82 percent to 312,609, compared to the 1988 total of 210,059.

Newcomer Diamond-Star Motors, the Chrysler-Mitsubishi joint venture, forecasts fourth-quarter production at 56,078. The company began reporting production last January.

Toyota had not yet reached peak line speed at its Georgetown, Ky., plant in last year's fourth quarter. This year's estimated output of 47,000 units is 2½ times the year-ago quarter's 18,527.

New United Motor Manufacturing Inc. scheduled fourth quarter output at 4[illegible],300 units, substantially above last year's total of 16,239. Model changeover to the Chevrolet Geo Prizm affected the plant's fourth-quarter output in 1988.

Nissan Motor Manufacturing Corp. U.S.A. scheduled 2.10 percent more cars this year, but Honda of America Manufacturing's forecast shows a dip of 3.54 percent, and the projection by Mazda Motor Manufacturing (U.S.A.) Corp. is down 10.93 percent.

Subaru Isuzu Automotive in Lafayette, Ind., said it could not supply a fourth-quarter auto production forecast at this time.

SALES

DOMESTIC CAR SALES

	Aug. 21, to Aug. 31, 1989	Same Period, 1988	August 1989	Same Month, 1988	Jan. 1, to Aug. 31, 1989	Same Period, 1988
Alliance	0	39	0	114	0	3,921
Eagle	0	0	0	0	0	1,392
Talon	366	0	783	0	783	0
Premier	2,115	1,289	5,024	3,347	31,878	25,640
Total Eagle	2,481	1,328	5,807	3,461	32,661	30,953
Horizon	3,897	3,378	8,763	8,651	28,731	43,594
Laser	843	0	2,132	0	13,047	0
Sundance	5,540	2,712	12,411	7,697	59,221	59,923
Turismo	0	0	0	0	0	1,115
Reliant	1,586	2,810	3,396	7,024	25,864	79,150
Acclaim	3,328	0	6,757	0	57,843	0
Caravelle	0	284	0	650	733	11,479
Gran Fury	0	285	0	745	1,443	9,783
Total Plymouth	15,194	9,469	33,459	24,767	186,882	205,044
LeBaron K	0	682	0	1,703	787	17,667
LeBaron J	2,796	2,821	6,093	7,530	60,247	72,931
LeBaron GTS	179	674	389	1,624	3,502	11,764
Fifth Avenue	625	709	1,297	1,483	10,000	29,240
New Yorker C	2,176	2,896	4,847	6,630	61,206	47,960
New Yorker E	0	31	0	69	237	14,334
Total Chrysler	5,776	7,813	12,626	19,039	135,979	193,896
Omni	3,947	3,085	9,051	7,938	29,144	41,836
Shadow	4,064	2,565	10,222	7,156	56,886	63,069
Charger	0	0	0	0	0	1,022
Daytona	2,211	2,287	5,185	6,030	50,027	53,795
Aries	1,475	2,442	2,988	6,478	25,522	70,689
Lancer	152	463	322	1,013	2,382	7,656
Spirit	2,209	0	4,472	0	47,519	0
Diplomat	0	566	0	1,305	2,551	14,901
Dynasty	2,831	1,922	6,213	4,588	78,036	47,740
Dodge 600	0	274	0	591	808	10,528
Total Dodge	16,889	13,604	38,453	35,099	292,875	311,236
CHRYSLER MOTORS	40,340	32,214	90,345	82,366	648,397	741,129
Escort	15,249	13,742	34,522	34,962	240,840	260,850
Mustang	6,646	4,084	14,187	11,511	125,782	122,882
Tempo	8,902	8,783	19,831	24,193	156,667	195,061
Taurus	13,941	8,432	30,957	25,912	245,766	266,901
Thunderbird	6,228	3,819	14,236	10,268	86,624	89,295
Probe	5,522	3,467	13,331	8,812	97,077	35,096
Crown Victoria	7,726	3,149	14,587	7,760	79,691	80,460
Total Ford Div.	64,214	45,476	141,651	123,438	1,032,447	1,050,545
Lynx/Tracer	2,573	1,841	6,417	4,875	45,521	40,790
Topaz	3,123	3,156	7,492	7,950	61,890	60,921
Sable	4,164	2,634	10,628	9,510	81,098	86,500
Cougar	5,322	3,449	12,205	9,890	73,154	79,754
Grand Marquis	6,926	3,247	14,992	8,477	80,931	75,880
Total Mercury	22,108	14,327	51,734	40,702	342,594	346,845
Continental	1,820	1,353	4,116	3,164	38,411	26,714
Lincoln	4,713	3,789	10,967	9,111	80,545	82,422
Mark VII	646	655	1,483	1,608	19,394	14,403
Total Lincoln	7,179	5,797	16,566	13,883	138,350	123,539
Total L-M Division	29,287	20,124	68,300	54,585	480,944	470,384
FORD MOTOR CO.	93,501	65,600	209,951	178,023	1,513,391	1,520,929
Skyhawk	660	771	1,482	1,771	13,962	18,689
Somerset/Skylark	1,388	1,991	3,367	5,525	45,220	43,413
Century	5,044	5,521	11,809	12,374	89,010	81,097
Regal	2,649	4,995	6,581	11,206	55,319	83,019
LeSabre	7,706	4,448	18,736	9,996	101,167	97,748
Reatta	253	149	598	380	5,509	2,337
Electra	3,379	3,932	7,827	8,644	54,213	57,150
Riviera	691	171	1,618	455	13,391	6,130
Total Buick	21,770	21,978	52,018	50,351	377,791	389,583
Cimarron	0	162	0	484	232	4,750
Allante	134	122	307	250	2,341	2,413
Seville	477	611	1,076	1,571	15,874	14,360
DeVille	8,771	5,272	17,963	12,498	113,145	102,546
Brougham	1,164	1,782	2,417	4,499	23,522	28,607
Eldorado	1,225	1,249	2,573	3,000	21,811	20,558
Total Cadillac	11,771	9,198	24,336	22,302	176,925	173,234
Chevette	0	0	0	0	0	205
Geo Prizm/Nova	3,679	3,231	8,858	7,920	52,159	76,324
Cavalier	11,490	8,845	25,825	25,417	204,365	209,893
Camaro	3,290	2,671	7,795	7,797	76,916	68,893
Celebrity	3,056	6,480	7,561	17,727	128,870	174,357
Corsica/Beretta	10,382	9,337	24,260	28,040	255,478	288,341
Lumina/Monte Carlo	4,929	556	11,781	1,744	47,667	25,459
Caprice	6,605	4,148	15,697	12,349	112,884	117,410
Corvette	1,736	572	3,613	1,741	16,238	17,089
Total Chevrolet	45,167	35,840	105,386	102,735	894,595	977,951
Firenza	0	153	0	437	12	7,517
Calais	4,684	3,319	9,901	9,351	66,800	74,063
Cutlass Ciera	10,398	8,839	19,713	23,688	136,856	165,286
Cutlass Supreme	4,628	4,314	8,122	9,834	66,386	72,985
Olds 88	6,665	3,648	14,656	9,136	101,929	113,500
Olds 98	2,782	2,414	6,228	6,444	48,613	51,019
Toronado	559	450	870	1,165	5,474	11,314
Total Oldsmobile	29,716	23,137	59,490	60,055	428,072	495,686
Fiero	0	767	0	2,026	1,961	19,621
Pontiac 1000	0	0	0	0	0	154
Sunbird	4,136	2,194	9,036	5,985	67,633	58,889
Firebird	1,786	1,591	4,457	4,539	44,989	42,559
Grand Am	8,570	5,368	18,486	14,396	140,020	157,617
Pontiac 6000	2,907	2,612	5,685	6,482	49,264	68,096
Grand Prix	4,493	3,746	9,449	9,054	80,797	62,681
Bonneville H	3,681	2,319	7,752	5,578	61,653	75,913
Paris./Safari	162	236	385	553	3,275	4,809
Total Pontiac	25,735	18,833	55,250	48,613	449,592	488,341
GENERAL MOTORS	134,159	108,986	296,482	284,056	2,326,975	2,524,775
HONDA	18,245	14,699	36,979	33,486	263,887	247,487
Civic	6,315	6,399	15,206	13,677	117,150	73,690
Accord	11,930	8,300	21,773	19,809	146,737	173,797
MAZDA	2,064	1,508	3,795	3,232	29,752	20,280
MITSUBISHI	1,656	0	3,656	0	17,789	0
NISSAN	8,267	6,651	14,221	13,794	74,844	73,912
TOYOTA	18,418	2,778	29,936	5,089	134,594	39,074
VOLKSWAGEN	0	0	0	0	0	24,936
DOMESTIC TOTAL	316,650	232,436	685,365	600,026	5,009,609	5,192,505
IMPORT TOTAL			287,978	281,988	1,938,675	2,073,828
INDUSTRY TOTAL			973,343	882,014	6,948,234	7,266,333

U.S.-built Volkswagens models sold after June 30, 1988, are included in import totals.

SALES

FROM PAGE 4

tera, general manager.

Close-out time is always pretty good but "we had a much better month because most people knew about the price increases and expected pretty big savings," said Steve Fish, general manager of Freeway Dodge in Minneapolis.

Price hikes on 1990 models may have caused some people to shop more actively for 1989 models in August, suggested Joel Pitcoff, research and analysis manager for Ford Motor Co.

Pitcoff added, "These bargain hunters are not the fourth-quarter intro buyers."

In August, sales of U.S.-built and imported cars climbed to 973,343, 10.35 percent ahead of last year's 882,014.

In terms of car market share, Ford was the only member of the Big 3 to gain. Including sales of captive imports, GM lost more than a percentage point and Chrysler Motors lost about half a point.

Among foreign carmakers, the Japanese share including transplants rose more than 3 percentage points.

Domestic car deliveries, without captives, rose 14.22 percent to 685,365 from 600,026 last year.

All eight U.S. automakers reported year-to-year sales gains.

Sales momentum peaked in the final 10 days of August when U.S.-car deliveries rose 36.23 percent.

Ford and two transplants, Toyota and Mazda, reported major domestic-car sales gains compared to August 1988.

Imported-car sales moved ahead 2.12 percent to 287,978, compared to last August's 281,988.

Although the import-car share dropped 2.39 percentage points in August, a third of the foreign carmakers sold more cars this year.

Imports took 29.58 percent of the market, compared to 31.97 percent in 1988.

For the first eight months of 1989, deliveries of U.S.-made and imported cars were 4.38 percent below the 1988 total.

At the end of the first half, this year's sales trailed last year's by 6.55 percent.

Each of the four U.S. car and truck makers sold more cars and light trucks in August than they did last year.

Light-truck sales climbed to 443,385 units, an increase of 8.13 percent over 410,041 in August 1988.

Both Ford and Chevrolet truck sales set records for August.

MARKET SHARES, August 1989

	Total Sales	Pct. of Total
SUBCOMPACT	132,760	13.64
COMPACT	169,304	17.39
INTERMEDIATE	245,279	25.20
STANDARD	133,504	13.72
SPECIALITY	4,518	0.46
IMPORT	287,978	29.59
TOTAL	973,343	100.00

IMPORTED CAR SALES

	August 1989	August 1988	8 Mos., 1989	8 Mos., 1988
Acura	14,871	12,448	98,696	84,815
Alfa Romeo	260	386	2,188	3,433
Audi	1,718	3,220	13,688	16,601
BMW	5,619	6,563	45,486	47,262
Chevrolet	14,223	11,078	81,928	85,918
Chrysler	587	762	5,326	7,442
Daihatsu	1,326	1,152	9,368	7,545
Dodge	2,837	4,656	25,607	37,477
Eagle	2,219	1,473	17,835	10,500
Ford	6,330	6,575	49,757	47,698
Honda	26,362	20,602	168,584	165,842
Hyundai	20,552	25,119	132,440	191,772
Isuzu	2,264	3,197	13,718	17,382
Jaguar	1,563	1,645	12,400	13,081
Maserati*	20	30	200	590
Mazda	23,809	20,872	153,358	156,096
Mercedes-Benz	6,776	6,799	49,444	57,745
Mercury	436	1,758	6,006	10,138
Mitsubishi	8,586	7,606	51,304	48,586
Nissan	39,526	29,986	285,381	245,668
Peugeot	660	573	4,242	4,589
Plymouth	2,513	4,270	23,602	33,933
Pontiac	4,401	4,642	37,175	40,803
Porsche	955	1,247	6,677	11,389
Saab	3,779	4,019	23,634	26,876
Sterling	305	930	4,126	6,583
Subaru	14,023	14,515	101,111	101,710
Suzuki	761	0	4,000	0
Toyota	58,090	58,486	336,645	401,546
Volkswagen	11,117	14,272	94,632	99,297
Volvo	10,553	9,625	72,769	68,015
Yugo	937	3,504	7,348	23,496
TOTAL	287,978	281,988	1,938,675	2,073,828

*—Estimate

U.S. CAR SALES BY MARKETING UNITS

	August 1989	Percent Share	August 1988	Percent Share	8 Mos., 1989	Percent Share	8 Mos., 1988	Percent Share
Alfa Romeo	260	0.03	386	0.04	2,188	0.03	3,433	0.05
American Honda	78,212	8.04	66,536	7.54	531,167	7.64	486,144	6.86
BMW	5,619	0.58	6,563	0.74	45,486	0.65	47,262	0.65
Buick	52,018	5.34	50,351	5.71	377,791	5.44	389,583	5.36
Cadillac	24,336	2.50	22,302	2.53	176,925	2.55	173,234	2.38
Chevrolet	119,611	12.29	113,813	12.90	976,523	14.05	1,063,869	14.64
Chrysler	13,213	1.36	19,801	2.24	141,305	2.03	201,338	2.77
Daihatsu	1,326	0.14	1,152	0.13	9,368	0.13	7,545	0.10
Dodge	41,290	4.24	39,755	4.51	318,482	4.58	346,713	4.80
Eagle	12,137	1.25	10,036	1.14	82,418	1.19	78,651	1.08
Ford	143,870	14.78	124,911	14.16	1,050,282	15.12	1,061,045	14.60
Hyundai	20,552	2.11	25,119	2.85	132,440	1.91	191,772	2.64
Isuzu	2,264	0.23	3,197	0.36	13,718	0.20	17,382	0.24
Jaguar	1,563	0.16	1,645	0.19	12,400	0.18	13,081	0.18
Lincoln	16,566	1.70	13,883	1.57	138,350	1.99	123,539	1.70
Maserati*	20	0.00	30	0.00	200	0.00	590	0.01
Mazda	27,604	2.84	24,104	2.73	183,110	2.64	176,356	2.43
Mercedes	6,776	0.70	6,799	0.77	49,444	0.71	57,745	0.79
Mercury	52,170	5.36	42,458	4.81	348,600	5.02	356,983	4.91
Mitsubishi	12,242	1.26	7,606	0.86	69,073	0.99	48,586	0.67
Nissan	53,747	5.52	43,780	4.96	360,225	5.18	319,580	4.40
Oldsmobile	59,490	6.11	60,055	6.81	428,072	6.16	495,686	6.82
Peugeot	660	0.07	573	0.06	4,242	0.06	4,589	0.06
Plymouth	35,972	3.70	29,037	3.29	210,484	3.03	238,977	3.29
Pontiac	59,651	6.13	53,255	6.04	486,767	7.01	529,144	7.28
Porsche	955	0.10	1,247	0.14	6,677	0.10	11,389	0.16
Saab	3,779	0.39	4,019	0.46	23,634	0.34	26,876	0.37
Sterling	305	0.03	930	0.11	4,126	0.06	6,583	0.09
Subaru	14,023	1.44	14,515	1.65	101,111	1.46	101,710	1.40
Suzuki	761	0.08	0	0.00	4,000	0.06	0	0.00
Toyota	88,026	9.04	63,536	7.20	471,239	6.78	440,620	6.06
Volvo	10,553	1.08	9,625	1.09	72,769	1.05	68,015	0.94
VWoA	12,835	1.32	17,492	1.98	108,320	1.56	140,637	1.94
Yugo	937	0.10	3,504	0.40	7,348	0.11	23,496	0.32
TOTAL	973,343	100.00	882,014	100.00	6,948,284	100.00	7,266,333	100.00
TOTAL GM	315,106	32.38	209,776	33.99	2,446,076	35.20	2,651,496	36.48
TOTAL FORD	212,606	21.84	181,252	20.55	1,537,232	22.12	1,541,567	21.22
TOTAL CHRYSLER	102,612	10.54	98,629	11.18	752,699	10.83	867,679	11.94
TOTAL JAPANESE	278,235	28.59	224,425	25.44	1,743,011	25.09	1,609,923	22.16
TOTAL EUROPEAN	44,262	4.55	52,813	5.99	336,834	4.85	403,896	5.56
TOTAL KOREAN	20,552	2.11	25,119	2.85	132,440	1.91	191,772	2.64

*—Estimate. Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.
Sales charts compiled by Diane Dujkowski

FORD-NISSAN

FROM PAGE 3

ceptual agreement" to discuss alternative production methods. Those include work teams and a reduced number of job classifications.

Signs point to a struggle as Ford details its work demands. Avon Lake is "one of the most militant locals in the UAW, with a very anti-team-concept work force," said John Schmidt, a member of the local bargaining committee.

Schmidt said most members of the bargaining committee are opposed to the new work methods. But a second local committeeman, who wished to remain unidentified, predicted workers would accept the new methods.

In two or three weeks, Ford is expected to spell out to the union what kind of methods it wants, the second local committeeman said. The membership will subsequently vote on the new methods, he said.

A Ford spokesman said that discussions with the union about changing work methods have been going on since the project was announced and that no formal negotiations are planned.

Schmidt said, "We're going to fight it (the team concept) 100 percent, you can count on that. I have 14 years (left). I'm not going to work in a system where they break me before I retire. I have never in my life seen Americans work like they do at NUMMI."

Workers at New United Motor Manufacturing Inc., the General Motors-Toyota joint venture in Fremont, Calif., were among the first to agree to the team concept.

Unlike GM and Chrysler Motors, Ford has been cautious with alternative production methods. It is implementing them at plants that are being upgraded to build new products, including the Wayne, Mich., assembly plant and the new Romeo, Mich., engine plant.

In exchange for Avon Lake workers accepting the new methods, Ford said it would allow union input into the design of the expanded facility and consider adding an on-site day-care center.

Schmidt said, "Just about everything Ford promised, they reneged on."

The second local committeeman said Ford honored its promise to give the union a voice in the facility's design and that union suggestions including three cafeterias and training rooms "are in the blueprints."

About 1,000 new workers will be added, bringing the work force to about 3,000.

LIGHT-DUTY TRUCK SALES

	Aug. 1989	Aug. 1988	8 Mos. 1989	8 Mos. 1988
Vans	15,726	15,427	119,501	129,016
Aerostar	17,122	14,327	136,662	127,621
Club Wagon	1,546	1,149	17,941	17,841
Ranger	26,866	27,925	190,214	211,914
Bronco	6,083	3,751	41,643	35,535
Bronco II	9,819	11,699	73,167	84,475
Pickups	49,271	43,209	403,565	399,300
Ford	**126,433**	**117,487**	**982,693**	**1,005,702**
Vans	13,498	10,082	84,227	90,666
Sportsvan	675	590	7,705	9,401
Geo Tracker	838	0	6,088	0
Astro	16,291	13,559	103,204	115,152
Lumina APV	0	0	66	0
S-10	22,332	23,992	155,246	169,131
S-10 Blazer	16,261	16,962	118,410	115,687
El Camino	0	0	0	420
Blazer	1,958	1,736	14,803	18,284
Suburban	6,095	5,113	43,620	45,074
Pickups	53,029	43,422	372,506	347,904
Chevrolet	**132,977**	**115,456**	**905,677**	**911,899**
Vans	4,870	4,163	51,301	40,938
Ram Wagon	1,296	1,441	17,623	17,518
Voyager	13,731	12,465	129,192	135,853
Caravan	15,134	13,280	130,914	146,411
Mini Ram Van	843	1,607	10,222	14,224
Town & Country	305	0	558	0
Ram 50	2,426	4,192	20,333	40,293
Raider	971	483	5,782	4,451
Ramcharger	1,376	1,684	14,031	13,281
Dakota	7,008	8,297	61,075	66,007
Pickups	5,585	5,613	57,062	58,247
Chrysler	**59,525**	**53,124**	**497,093**	**537,284**
Vans	4,184	4,217	25,279	33,248
Safari	3,088	2,952	22,577	24,185
S-15	4,629	4,910	34,562	35,955
S-15 Jimmy	4,295	3,992	28,596	27,883
Jimmy	539	582	4,301	5,133
Cabanero	0	0	0	66
Suburban	2,122	1,733	15,312	13,684
Pickups	14,688	11,188	105,193	97,453
P Model	299	436	2,519	2,914
W-4	97	186	866	1,046
GMC	**34,183**	**33,196**	**243,176**	**243,469**
Wrangler/CJ	4,549	2,465	36,734	27,698
Wagoneer	909	677	4,418	5,744
Cherokee	16,019	13,196	107,900	95,503
Grand Wagoneer	966	1,316	7,336	9,004
Comanche	1,961	3,244	17,983	17,297
J-10/J-20	0	0	0	24
Jeep	**24,187**	**20,898**	**173,971**	**155,465**
Toyota	26,952	23,208	166,589	170,219
Nissan	19,617	16,875	111,609	114,845
Mazda	7,527	7,675	58,122	65,670
Isuzu	11,054	9,689	64,299	66,451
Mitsubishi	3,872	2,874	27,289	30,143
Suzuki	2,589	12,209	17,419	49,758
Subaru	0	1	0	10
Range Rover	388	346	3,148	2,158
Imports	72,169	72,676	448,382	448,295
Industry Total	**443,389**	**419,841**	**3,249,381**	**3,293,694**

Compiled by Ward's Communications

Chevy adds 1990 Lumina to rebate list

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Several auto companies announced new and/or enhanced incentive programs last week.

Chevrolet added a $750 rebate on all models of its 1990 Lumina sedan, increased the rebate on all 1988 and 1989 S-10 pickups to $1,000 and raised the S-10 Blazer rebate to $1,250.

The GMAC First Time Buyer Program, offering a $600 down payment on eligible Geo vehicles, has been extended to include Geo Trackers and Chevrolet S-10 pickups.

Consumer rebates range from $400 to $1,000 on Chevrolet and Geo cars and from $400 to $1,250 on trucks and vans.

Oldsmobile doubled the consumer rebates on its 1989 Cutlass Ciera to $2,000. Rebates on other Oldsmobiles range from $1,000 to $2,500.

GMAC financing alternatives continue on eligible Oldsmobile, Chevrolet and Geo models: 2.9 percent for 24 months; 5.9 percent for 36 months; 6.9 percent for 48 months; and 10.9 percent for 60 months.

Hyundai announced consumer rebates on the following Excel models: base three-door, $500; base four-door and GL, $750; and GLS, GS and SE, $1,000.

Hyundai also is offering dealer incentives. They are $300 on the three- and four-door Excel models and $500 on the Sonata. Sonata dealer incentives are based on quotas. The Hyundai program expires Oct. 5.

Nissan is offering buyers cash rebates of up to $2,000 on Stanza models or 7.9 percent financing for 48 months or 9.9 percent financing for 60 months.

Nissan dealer incentives range from $100 to $2,000 on Sentra models and from $200 to $2,000 on 1990 Axxess models, Hardbody pickup trucks, two-door Pathfinders and all vans. The Nissan incentive program runs through Dec. 5.

Volkswagen increased the consumer incentive on the Fox from $200 to $500 and extended its current consumer rebate program through Oct. 31. VW's rebates range from $500 to $2,000. Customers may choose special financing rates in lieu of rebates: 4.9 percent for 24 months; 6.9 percent for 36 months; 6.9 percent for 48 months; or 9.9 percent for 60 months.

Subaru is extending its current program through Oct. 3. Its rebates go to the consumer in some geographic areas and to the dealer in others.

INCENTIVE WATCH

	Customer Incentives						Dealer Incentives	
		Finance Rates (Pct.) — Months —						
	Rebates	24	36	48	60	Expiration Date	Type	Expiration Date
Chrysler Motors								
Chrysler	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Dodge Cars	$300 - $1,500	0.0*	5.9	6.9	10.9	Sept. 15	$500 on Daytona	Sept. 15
Dodge Trucks	$500 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15	$500 on Dakota, full-s'zed trucks	Sept. 15
Eagle	$1,000 - $2,000	0.0*	5.9	6.9	10.9	Sept. 15		
Jeep	$500 - $1,000	0.0*	5.9	6.9	10.9	Sept. 15		
Plymouth	$300 - $1,500	2.9	5.9	6.9	10.9	Sept. 15		
*2.9 percent on some models								
Ford Motor Co.								
Ford Cars	$500 - $1,500	2.9	6.9	7.9	10.9	None		
Ford Trucks	$500 - $1,250	2.9	6.9	7.9	10.9	None		
Lincoln	$1,000 - $1,500	2.9	6.9	7.9	10.9	None		
Mercury	$1,000 - $1,500	2.9	6.9	7.9	10.9	None		
Merkur	$2,000 - $4,000	2.9	6.9	7.9	10.9	None		
General Motors								
Buick	$500 - $1,500	2.9	5.9	6.9	10.9	None	All GM divisions: Zero to $1,000 per sale based on performance against quota. $150 per sale if dealer elects not to participate in quota program.	Sept. 27
Cadillac	$1,000 - $1,500					Sept. 27		
Chevrolet Cars	$400 - $1,000	2.9	5.9	6.9	10.9	Sept. 27*		
Chevrolet Trucks	$400 - $1,250	2.9	5.9	6.9	10.9	Sept. 27*		
GMC	$500 - $750	2.9	5.9	6.9	10.9	None		
Oldsmobile	$1,000 - $2,500	2.9	5.9	6.9	10.9	None		
Pontiac	$700 - $1,250	2.9	5.9	6.9	10.9	None		
Cadillac does not have a finance-rate incentive. *Chevrolet's rebate program has no expiration date.								
Audi							$1,000 - $5,000, some based on quota	Sept. 30
BMW 325i			9.6	9.6	9.6	Sept. 30		
Daihatsu							$300 if meet sales quota	Sept. 5
Hyundai	$500 - $1,000					Oct. 5		
Excel							$300	Oct. 5
Sonata							$500, based on quota	Oct. 5
Jaguar	$5,000					Sept. 18		
*To owners of 1988 Jaguar Sedans								
Mitsubishi Cars							$800 - $2,500, based on number sold	Sept. 30
Trucks							$300 - $2,500, based on number sold	Sept. 30
Nissan								
Stanza	$1,500 - $2,000			7.9	9.9	Dec. 4		
Sentra							$100 - $2,000, based on quota	Dec. 4
Trucks							$200 - $2,000, based on quota	Dec. 4
Peugeot							$1,000 - $2,000	Sept. 16
Porsche							$3,000 - $6,000 on 40 percent of cars sold	Sept. 30
Sterling	$3,500 - $5,000					Nov. 30		
Subaru	$500 - $3,000*					Nov. 2	$600 - $3,000*	Nov. 2
*Rebates go to the customer in some regions and to the dealer in other regions								
Toyota Cressida							$1,500	Nov. 2
Volkswagen	$500 - $2,000	4.9	6.9	7.9	9.9	Oct. 31		

Car output in August is 4-year high

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. auto production in August was the highest for that month in four years.

Last month's output of 537,308 cars was the highest August build since the 550,469 units assembled in 1985. The August total was 91.83 percent above July's 280,093 (a model changeover month) and 7.71 percent more than the year-ago month's 498,847.

Last week's scheduled car production of 109,342 dipped 10.12 percent from the prior week's 121,653 and slipped 10.09 percent below the year-ago week's 121,609 due to the Labor Day holiday.

Estimated production last week was split as follows: General Motors, 49.61 percent; Ford Motor Co., 19.73 percent; Chrysler Motors, 13.72 percent; Honda of America Manufacturing, 5.26 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.11 percent; Toyota Motor Manufacturing U.S.A., 2.71 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.04 percent; Diamond-Star Motors, 2.04 percent; and New United Motor Manufacturing Inc., 1.78 percent.

Truck production last month was 353,000 units, 57.04 percent more than July's 224,787 and 5.55 percent above the year-ago month's 334,439.

Targeted output of 68,645 trucks last week declined 1.90 percent from the previous week's 69,975 and dropped 3.74 percent from the year-ago week's 71,314. Truckmakers worked only four days last week because of the holiday.

Year-to-date, 2,957,717 trucks have been completed, 4.21 percent more than the 2,838,281 built last year at this time.

Ford idled its Dearborn, Mich., car facility and Lorain, Ohio, truck plant today. They will be down one week. Dearborn, which assembles about 4,400 cars per week, is closed because of a parts shortage, and Lorain, which builds 4,000 trucks each week, is idle because of slow sales.

Canada cars up 31% for month

Canadian car production for August totaled 67,382 units, 31.33 percent more than July's 51,309 and 200 units more than the year-ago month's 67,182.

Scheduled assembly of cars last week was 15,619 units, 7.33 percent below the prior week's 16,855 and 3.89 percent below the year-ago week's 16,251.

So far this year, 659,068 cars have been built, 11.03 percent lower than the 740,745 completed last year at this point.

Truckmakers built 70,621 units last month, 84.93 percent more than the July total of 38,187 (a model changeover/vacation month) but 2.12 percent below the year-ago month's 72,149.

Chrysler Motors' Bramalea, Ontario, plant resumed output today after a two-week shutdown due to high inventory of its Premier line.

U.S. CAR	Week Ended Sept. 9, 1989	Week Ended Sept. 10, 1988	Week Ended Sept. 2, 1989	Aug. Total	Jan. 1 to Sept. 9, 1989	Jan. 1 to Sept. 10, 1988
Horizon	0	1,147	0	4,619	21,175	56,135
Sundance	1,400	1,581	1,791	5,788	72,111	70,374
Reliant	0	1,665	0	0	0	59,511
Acclaim	2,400	0	2,805	12,276	86,803	0
Caravelle	0	0	0	0	0	9,087
Gran Fury	0	221	0	0	0	16,024
Total Plymouth	3,800	4,614	4,596	22,683	180,089	211,131
LeBaron K	0	0	0	0	0	7,912
LeBaron J	2,100	1,613	2,764	10,999	71,966	52,227
LeBaron GTS	0	177	0	0	2,946	6,419
N. Yorker C-Class	400	1,664	603	3,394	61,714	72,135
Fifth Avenue	1,500	802	1,754	7,969	8,305	20,178
Total Chrysler	4,000	4,256	5,121	22,382	144,931	158,871
Omni	0	1,173	0	4,249	22,229	54,836
Daytona	1,300	1,609	1,819	7,283	57,581	51,461
Shadow	1,500	1,701	1,982	6,051	69,346	69,695
Aries	0	1,723	0	0	0	58,065
Dodge 600	0	0	0	0	0	8,549
Dynasty	1,500	2,096	1,481	8,000	93,735	70,790
Lancer	0	124	0	0	1,526	6,170
Spirit	2,900	0	2,023	7,599	71,826	0
Diplomat	0	215	0	0	0	13,723
Total Dodge	7,200	8,641	7,305	33,182	316,245	333,289
CHRYSLER MOTORS	15,000	17,511	17,022	78,247	641,265	703,291
Escort	6,653	6,450	8,473	34,437	226,583	269,328
Mustang	2,345	3,482	2,446	19,064	146,895	138,960
Tempo	2,418	3,115	2,959	13,571	103,342	127,993
Taurus	2,250	6,378	5,077	29,723	246,677	271,934
Thunderbird	2,081	0	0	9,755	106,180	90,246
Total Ford Div.	15,747	19,425	18,955	106,550	829,677	898,461
Topaz	1,102	1,286	1,382	6,326	48,506	48,372
Cougar	2,087	0	0	9,753	91,876	69,686
Sable	856	2,040	1,539	9,423	79,652	92,436
Total Mercury	4,045	3,326	2,921	25,502	220,034	210,494
Continental	539	1,175	384	3,650	44,290	32,484
Mark VII	175	596	128	100	14,281	17,362
Lincoln	1,071	1,795	768	7,566	83,708	88,740
Total Lincoln	1,785	3,566	1,280	11,316	142,279	138,586
Total L-M Division	5,830	6,892	4,201	36,818	362,313	349,080
FORD MOTOR CO	21,577	26,317	23,156	143,368	1,191,990	1,247,541
Skyhawk	0	430	0	0	6,913	11,900
Skylark/Somerset	3,704	1,051	1,738	4,245	43,147	33,215
Century	2,312	3,723	2,940	12,489	90,155	80,167
Riviera	342	342	546	1,190	12,995	4,342
Electra	1,864	935	2,387	8,477	54,164	57,910
LeSabre (fwd)	2,556	2,860	3,196	11,247	104,449	85,864
LeSabre (rwd)	160	184	215	443	4,749	12,352
Reatta	164	149	195	436	3,809	6,439
Total Buick	11,102	9,674	11,217	38,527	320,381	292,189
Cimarron	0	0	0	0	0	3,693
Eldorado	379	339	423	955	20,527	24,544
Seville	248	268	400	879	15,193	15,299
Brougham (rwd)	932	864	673	1,976	25,024	22,152
Deville (fwd)	3,076	1,700	3,952	17,389	137,576	100,781
Allante	15	32	0	138	2,092	1,179
Total Cadillac	4,650	3,203	5,448	21,337	200,412	167,648
Cavalier	4,384	6,141	4,351	18,764	247,429	248,536
Camaro	1,564	1,621	1,597	3,325	69,843	60,763
Celebrity	0	3,224	0	0	70,349	125,024
Corsica/Beretta	7,216	9,417	8,392	27,178	263,564	286,348
Caprice	2,844	3,736	4,050	11,280	127,648	144,107
Corvette	448	362	513	1,039	17,684	15,361
Total Chevrolet	16,456	24,501	18,903	61,586	796,517	880,139
Calais	1,496	2,638	1,876	4,585	62,927	75,103
Firenza	0	0	0	0	0	5,230
Cutlass Ciera	1,052	819	1,242	5,560	62,391	15,754
Cutlass Supreme	2,952	2,804	3,467	10,155	66,313	101,218
Toronado	339	104	111	148	5,375	10,769
88 (fwd)	1,828	2,126	1,415	4,423	92,563	106,277
88 (rwd)	148	146	109	356	5,587	8,383
Olds 98	1,084	912	1,487	6,135	50,470	51,013
Total Oldsmobile	8,899	9,549	9,707	31,362	345,626	373,747
Sunbird	2,160	2,097	2,352	7,946	98,814	73,345
Grand Am	3,840	4,223	4,925	17,891	166,640	159,055
Firebird	992	1,173	1,141	2,429	39,001	42,024
Grand Prix	2,820	3,038	3,684	12,076	87,472	89,110
Pontiac 6000	1,264	2,744	1,679	7,140	57,592	54,790
Bonneville	2,056	2,112	2,515	10,265	64,515	77,213
Safari/Parisienne	0	116	0	0	2,691	5,583
Fiero	0	0	0	0	0	13,260
Total Pontiac	13,132	15,503	16,296	57,747	516,725	514,380
GENERAL MOTORS	54,239	62,430	61,571	210,559	2,179,661	2,228,103
DIAMOND-STAR	2,232	0	2,276	11,734	46,586	0
HONDA	5,750	5,886	6,421	30,820	258,952	253,730
Civic	2,771	1,875	3,608	10,709	89,724	73,536
Accord	2,979	4,011	2,813	20,111	169,228	180,194
MAZDA†	3,396	4,513	3,996	16,512	140,004	86,093
NISSAN	2,232	2,302	2,724	11,041	81,737	75,428
NUMMI	1,950	2,650	1,145	17,793	138,710	110,550
Corolla	750	949	434	7,308	56,218	40,361
Geo Prizm/Nova	1,200	1,701	711	10,485	82,492	70,189
TOYOTA	2,966	0	3,340	17,234	92,561	0
VOLKSWAGEN	0	0	0	0	0	35,595
Golf/GTI	0	0	0	0	0	30,042
Jetta	0	0	0	0	0	5,553
Total Cars, U.S.	109,342	121,609	121,653	537,308	4,771,486	4,740,331
Total Cars, Canada	15,619	16,251	16,855	67,382	659,068	740,745
U.S., Canada Cars	124,961	137,860	138,508	604,690	5,430,554	5,481,076
U.S., Canada Cars and Trucks	210,828	225,893	227,916	1,028,311	9,039,695	8,944,807

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe

CANADIAN CAR	Week Ended Sept. 9, 1989	Week Ended Sept. 10, 1988	Week Ended Sept. 2, 1989	Aug. Total	Jan. 1 to Sept. 9, 1989	Jan. 1 to Sept. 10, 1988
Premier	0	1,275	0	3,387	25,966	42,064
CHRYSLER MOTORS	0	1,275	0	3,387	25,966	42,064
Tempo	2,695	2,227	3,119	13,859	90,518	122,432
Topaz	1,141	1,108	1,327	5,956	38,463	45,728
Crown Victoria	1,718	2,086	1,688	9,038	82,532	88,053
Grand Marquis	1,918	2,200	1,737	9,300	88,604	88,695
FORD MOTOR CO.	7,472	7,621	7,871	38,153	300,117	344,908
Celebrity	149	198	61	44	15,441	14,940
Cutlass Ciera	276	2,680	185	150	96,437	167,567
Lumina	3,488	0	4,360	12,076	98,019	0
Pontiac 6000	0	0	0	0	0	29,675
Regal	2,320	3,388	2,387	4,380	50,636	108,144
GENERAL MOTORS	6,233	6,266	6,993	16,650	260,533	320,226
HONDA	1,520	1,089	1,665	7,534	57,148	29,034
TOYOTA	250	0	148	1,478	9,793	0
VOLVO	144	0	180	180	5,511	4,513
Total Cars, Canada	15,619	16,251	16,855	67,382	659,068	740,745

U.S. TRUCK☆	Week Ended Sept. 9, 1989	Week Ended Sept. 10, 1988	Week Ended Sept. 2, 1989	Aug. Total	Jan. 1 to Sept. 9, 1989	Jan. 1 to Sept. 10, 1988
Caravan	1,900	1,943	1,785	7,470	72,036	64,949
Dakota	1,600	1,681	2,011	8,632	67,201	72,243
Caravan C/V	50	176	81	320	4,906	9,276
Ram pickups	1,600	1,665	2,009	8,651	67,327	50,729
Total Dodge	5,150	5,465	5,886	25,073	211,470	197,197
Cherokee	3,300	3,673	3,923	16,977	153,444	124,277
Comanche	400	834	465	2,223	20,376	31,219
Grand Wagoneer	200	280	0	904	7,714	9,391
Wagoneer	50	192	74	369	5,582	7,190
Total Jeep	3,950	4,979	4,462	22,473	187,116	172,077
Voyager	1,800	1,841	1,592	6,773	67,720	61,268
Town & Country	100	0	175	544	2,552	0
Total C-P Div.	1,900	1,841	1,767	7,317	70,272	61,268
CHRYSLER MOTORS	11,000	12,285	12,115	54,863	468,858	430,542
Aerostar	3,183	3,948	3,891	17,378	157,593	139,663
Bronco	971	720	1,191	6,379	53,728	38,194
Bronco II	1,870	2,049	2,303	10,187	84,273	89,642
Econoline	3,147	4,102	4,126	19,205	161,058	162,930
Heavy trucks	1,030	1,056	1,266	4,220	43,355	45,903
Light trucks	8,977	8,136	10,296	45,135	371,092	337,041
Ranger	5,390	5,013	6,198	26,573	222,364	243,011
Total Ford Div.	24,568	25,024	29,271	129,077	1,091,463	1,056,384
FORD MOTOR CO.	24,568	25,024	29,271	129,077	1,091,463	1,056,384
Astro	2,471	2,554	3,066	12,574	114,499	121,522
Blazer	430	449	547	2,492	20,022	18,016
Mediums/Heavies	300	468	355	1,611	8,119	14,264
P-Model	627	686	596	760	22,271	28,400
Pickups	6,568	6,638	7,853	36,569	284,810	240,752
S-10	3,666	5,421	0	19,262	183,317	209,865
S-10 Blazer	3,058	3,094	0	14,542	134,235	113,157
Sportsvan/Van	1,437	1,580	1,794	8,016	68,762	65,272
Suburban	1,143	1,104	1,460	6,750	55,728	48,663
Total Chevrolet	19,700	22,003	15,671	102,596	888,044	859,911
Jimmy	130	101	158	743	5,932	5,227
Mediums/Heavies	460	429	575	2,648	13,127	27,204
P-Model	77	106	41	82	3,081	3,806
Pickups	2,052	1,805	2,594	11,749	85,652	74,195
S-15	928	1,280	0	4,266	41,710	47,470
S-15 Jimmy	910	1,025	0	4,318	37,629	32,180
Safari	786	777	819	3,333	29,931	31,032
Suburban	538	540	644	2,949	22,085	21,377
Vandura/Rally Vans	535	696	635	3,300	19,822	24,274
Total GMC	6,416	6,759	5,466	33,388	253,028	266,765
GENERAL MOTORS	26,116	28,762	21,137	135,984	1,141,072	1,126,676
NAVISTAR	1,400	1,365	1,413	6,223	56,599	59,621
NISSAN	2,111	1,128	2,589	10,983	84,285	66,608
AM GENERAL	450	450	450	2,070	15,840	16,110
MISCELLANEOUS	3,000	2,300	3,000	13,800	99,600	82,340
Total Trucks, U.S.	68,645	71,314	69,975	353,000	2,957,717	2,838,281

CANADIAN TRUCK	Week Ended Sept. 9, 1989	Week Ended Sept. 10, 1988	Week Ended Sept. 2, 1989	Aug. Total	Jan. 1 to Sept. 9, 1989	Jan. 1 to Sept. 10, 1988
Caravan	2,805	2,436	2,779	12,435	98,490	97,316
Caravan C/V	170	184	171	770	8,027	8,948
Ram Wagon	528	515	665	2,286	17,563	17,006
Ram Van	1,352	1,441	1,731	6,261	47,730	45,564
Total Dodge	4,855	4,576	5,346	21,752	172,792	168,834
Voyager	2,145	2,573	2,206	10,188	86,422	86,592
Total Plymouth	2,145	2,573	2,206	10,188	86,422	86,592
Wrangler	1,360	1,147	1,768	8,258	56,383	34,064
Total Jeep	1,360	1,147	1,768	8,258	56,383	34,064
CHRYSLER MOTORS	8,360	8,296	9,320	40,198	315,597	289,490
FORD MTR. (lt. trks.)	2,847	2,486	3,194	13,089	109,345	110,905
Light trucks	2,975	2,866	3,305	9,098	110,131	104,526
Vans	1,126	1,074	1,299	2,260	40,413	39,699
Total Chevrolet	4,103	3,940	4,604	11,358	150,544	144,225
Light trucks	1,295	1,147	1,657	4,425	48,397	52,786
Vans	432	642	406	945	19,520	20,241
Total GMC	1,727	1,789	2,063	5,370	67,917	73,027
GENERAL MOTORS	5,830	5,729	6,667	16,728	218,461	217,252
NAVISTAR	185	208	252	806	8,021	7,803
Total Trks., Canada	17,222	16,719	19,433	70,621	651,424	625,450
U.S., Canada Trks.	85,867	88,033	89,408	423,621	3,609,141	3,463,731

☆—Includes window van production *—Estimated
Jeep includes commercial only. AM General includes government-[illegible]
Miscellaneous includes estimates for Mack, Volvo-White, [illegible]
Monthly estimates may contain error of one or [illegible]